

# JOHN NORTH WILLYS IS HONORED BY NEW YORK BANKERS AT BANQUET

Many of the Most Prominent Bankers of United States Were Present.

Probably the most notable tribute the banking industry has ever paid an automobile manufacturer was accorded recently to John North Willys, of Toledo, when he was guest of honor at a dinner given by Elisha Walker, of William Salomon and Company, New York.

The dinner given in his honor was attended by many of the most prominent bankers in the United States. Mr. Walker, the host, made an informal speech in which he explained that the sole purpose of the dinner was to give the bankers present a chance to meet one of the real giants in the automobile industry.

Mr. Willys is the head of the big Willys-Overland Company, of Toledo, and with one exception is the largest builder of motor cars in the world.

The history of his remarkable success reads like a chapter from "Monte Cristo." Starting in as the head of the Overland concern, when the automobile industry was still in an experimental stage, he built up in less than ten years one of the greatest industrial organizations in the world. His factory in Toledo has the facilities for producing 1,000 motor cars every twenty-four hours and the 1916 output will have a value of \$100,000,000.

Among the prominent men who attended the dinner were Frank A. Vanderlip, president National City Bank; J. S. Alexander, president Bank of Commerce; E. G. Merrill, president Union Trust Company; Thomas Cochran, Jr., president Liberty National Bank; Alvin P. Kneach, president Equitable Trust Company; Willard V. King, president Columbia Trust Company; Leroy W. Baldwin, president Empire Trust Company; A. E. Stillinger, president Chelsea Exchange National Bank; J. W. Platten, president United States Mortgage and Trust Company; Lewis L. Clarke, president

## SPECIAL TRAIN OF OVERLAND DEALERS

American Exchange National Bank; J. B. Martindale, president Chemical National Bank.

Also Edward R. Tinker, vice president Chase National Bank; A. Mitchell Hale, second vice president, Liberty National Bank; F. N. B. Close, vice president, Bankers' Trust Company; Gates W. McGarrah, president Merchant and Metals National Bank; G. W. Van Tuyl, Jr., president Metropolitan Trust Company; Harry Brown, of Hallgarten and Company; J. S. Bache, J. Horace Harding, of C. D. Barney and Company; Charles Hayden, Stedman Buttrick; James B. Bell, A. H. Mulliken, E. H. Broadwell, vice president Fisk Rubber Company; C. P. Coleman, international steam pump; Stephen B. Fleming, president International Agricultural Corporation; Rathbone Fuller, Edgar L. Marston, L. G. Kaufman, president Chatham and Phoenix National Bank; Jeremiah Milbank, A. P. Sloan, vice president Hyatt Roller Bearing Company; Harvey D. Gibon, vice president Liberty National Bank; William C. Potter, vice president Guarantee Trust Company; H. K. Twitchell, vice president Chemical National Bank; Frederick Strauss, of J. and W. Selligman; Harrison Williams; R. C. Leffingwell, J. K. Secor, E. L. Dohney, president Mexican Petroleum Company; Harry G. Fisk, James Keppeler, C. E. Danforth, William G. Kerckhoff, Mortimer N. Buckner, vice president New York Trust Company; Harry T. Dunn, president Fisk Rubber Company; T. G. Meacham, A. W. Burchard, vice president General Electric Company; E. T. Ley, William Salomon, Frank Manville, George D. Leighton, Clarence Brown, Thomas O'Donnell, F. Cort Johnson, G. G. Henry, Alonzo Potter, Jacques Weinberger, Clarence A. Earl.

From Minneapolis Visit Toledo Factory as Guests of Willys Overland Company.

A big, special train, made up entirely of Pullman coaches, dining and buffet cars, which pulled out of Minneapolis early Wednesday with 143 Overland dealers on board, arrived in Toledo, O., early Thursday morning.

These men, with F. N. Coates, manager of the Overland Minneapolis sales zone, in charge of the dealers' special, are from different parts of the northwest in which their respective territories are located. They come to the home of the Overland as guests of John N. Willys, president of the Willys-Overland Company.

Realizing that it is enthusiasm which moves such an enormous production of automobiles as the Overland, and that this force can best be fostered in the breast of every man by a visit to the Overland factory, the officials of the Willys-Overland Company chartered a special train to bring this small army of dealers to the great plant here in Toledo where Overland cars are manufactured.

While these men are all enthusiastic Overland dealers, many of whom have piled up big selling records, there are a number among them who at this time are paying their first visit to the Overland factory. And for that very reason it is all the more impressive. Others who were here within only the last year are astonished at the enormous additions which have been made to the plant.

As soon as the Overland dealers' special arrived, it was switched on to a private track right in the Overland factory where the guests were welcomed by company officials. A talk was given on the Willys-Knight motor and the morning spent in inspecting parts of the factory and seeing at first hand how quality is built into every Overland car.

After being entertained at luncheon, the factory trip was resumed and continued throughout the afternoon.

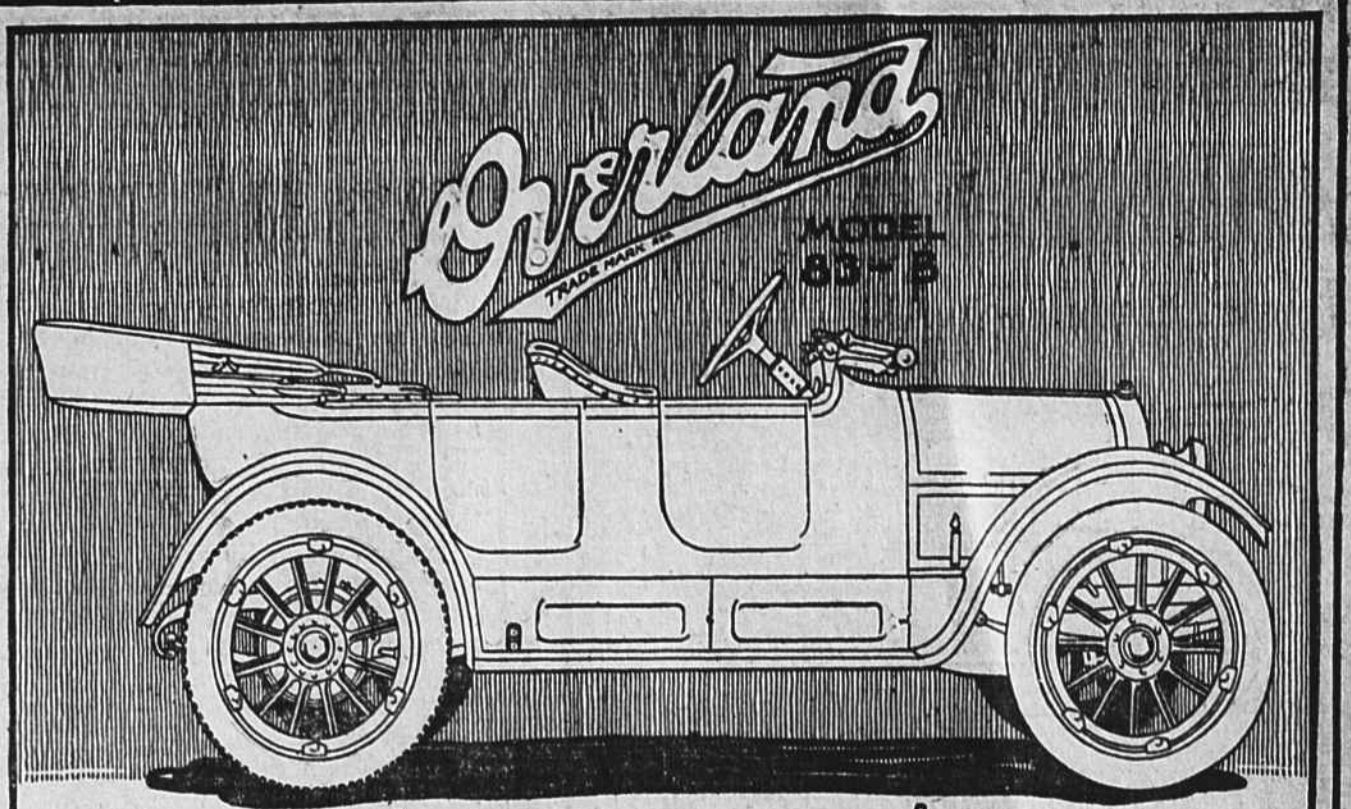
A dinner was given Thursday night in their honor after which they attended the theater.

Friday was also spent in Toledo. Breakfast was served aboard their special train, after which they were taken on a tour of inspection through the plants of the Electric Auto-Lite Company and the Tillotson Manufacturing Company.

They left Friday night aboard their special and arrived in Chicago in time to attend the opening of the automobile show.

The final lap of the return journey was taken up Saturday night, when they pulled out of Chicago for Minneapolis.

From the start to the finish of their trip, they lived on board the Overland dealers' special, where everything possible had been provided for their comfort.



\$ 695 \$

Roadster \$675  
J. N. D. Toledo

## Outselling Any Other Car of Its Size—Virtually Two for One

Here is the value—now even greater—which has dominated the automobile market for the last eight months—steadily, overwhelmingly.

Here is the car with a performance record of unapproached magnitude—more than 60,000 in every-day service in the hands of owners.

Never before has the purchaser had so well founded, so emphatic, so conclusive a popular value-verdict to tell him which car to buy.

Yet we reduced the price and improved the car.

It has better upholstery.

The electrical control box on the steering column is operated by buttons instead of switches.

And it has the very latest en bloc type motor with a smooth flow of abundant power and an exceptionally fast "pick-up."

Present conditions are unusual—prices for materials are soaring.

Though we guarantee that the price for this model will never be lower, we must reserve the right to increase it at any time.

Now is the time to order your car either for immediate or future delivery.

See us and make your arrangements now.

**NEWCOMER AUTO & GARAGE CO.,** Distributors

Corner Main Street and Monticello Avenue.

Bell 926-J. Phone 81

The Willys-Overland Company, Toledo, Ohio

## "COURTESY FIRST" NEW MOTOR CODE

It Means All That "Safety First" Can and More Besides.

"Courtesy First" is the new motoring slogan. The code which replaces "Safety First" because it means even more to automobilist and pedestrian, had its start in Detroit, being originated by the Wolverine Automobile Club of Detroit, and has spread since to many other cities. Courtesy will do much to solve all traffic problems. The doctrine of "Courtesy First" has been endorsed by the new committee of the national automobile chamber of commerce, headed by J. Walter Drake, which is working for the safety of the streets and highways for all users.

Here is the new code:

First, do not hog the middle of the street. Give the other fellow room to go by and when he attempts to pass you do not speed up and perhaps crowd him into a safety zone. Be courteous.

Keep out of the safety zones. They are for the pedestrian. It is up to you to make them safe. Be courteous.

When a fellow comes in from a side street give him room to turn the corner; do not crowd. When you park behind another car, remember he may wish to leave before you do. Give him room to get out; don't crowd. When you expect to stop or turn do not keep your intentions secret; think of the fellow behind. Be courteous.

Do not dodge in and around cars in line in traffic. Remember they were there first, and have just as great a desire to get through as you have. Be courteous.

Do not presume too much when you have the right of way. Perhaps the other fellow does not know it. Be courteous.

Do not cut in front of a street car. Remember the motorman is human and most of them will learn all the courtesy you will teach them. Be courteous.

When you get the "Go" signal from a traffic officer remember to give the pedestrian time to get out of the way. Be courteous.

When you see people on the curb trying to reach a car or vice versa, slow up, stop if necessary, but let them cross without danger. This is one of the courtesies that will pay the motoring public best. Be courteous.

When a pedestrian does not or will not pay any attention to your horn, it is well to remember that the deaf, hundreds of them, use the streets as well as you. Be courteous.

When you have an insane desire to speed remember the other fellows who are passing have just as much right to break the law as you are creating against motoring by your mania. Think of the accidents that may happen by your hitting some other driver coming in from a side street or pedestrian who does not see you coming. Think of the people in your own car, perhaps, who have a fear of speed and are trying to be game and not let you know it. It is not in sport to drive fast in the city; it is the utmost discourtesy to your fellow motorists and fellow citizens. Be courteous.

When a pedestrian sees you coming and deliberately pays no attention to you, remember that some are mentally deficient and you cannot tell them from the clothes they wear. Be courteous.

When you see a child on a curb, slow up. Remember the child can start quicker than you can stop. Be courteous.

Do not open your cutout on the streets during the day. Remember

there are many sick people and people on their death beds, whom such a sound greatly disturbs. Do not open your cutout at night, for you probably remember some night when you were disturbed when trying to sleep by some fool whose greatest claim to fame was his noise. Be courteous. And remember that your horn is just a few times worse than your cutout. Be courteous.

Be courteous to police officials and they will more than repay it. And if you feel like swearing at the ordinances or, if you do not like the traffic arrangements, remember that perhaps you may be wrong, as most cities of the United States today have the very arrangements and ordinances which are in operation here.

Roasted coffee is an excellent disinfectant for sick rooms.

## Fisk Company Advocates New Advertising System

Advertisements Should Be Truthful and Not Misleading.

"We believe in advertising, as an economical factor in the marketing of tires and other commodities to consumers," says an official of the B. F. Goodrich Company.

"We believe, too, that the value of each line of advertising space, paid for, depends not only upon the message which fills that space, but, ultimately upon the degree of truthfulness and good-faith within the message. We believe that a whole industry may be raised up, or lowered down, in public confidence by the general average of truthfulness and sincerity in the advertising used by that industry."

"We believe that a chronic atmosphere of half-truth, too deterring manipulation of facts for expediency, and a continuous stretching of the truth in an effort 'to beat the devil around the bush,' might cost all advertisers, in a certain industry, half the possibilities of their appropriation. We believe that many advertisers realize this fact, as we do, but hesitate to express it, lest such expression be deemed 'unethical.' The 'ethics of advertising,' so vaguely defined that each interprets them for himself, seem generally cursed with the same insincerity and expediency as that 'advertising license' which is the excuse for insincerity and truth-stretching in advertising itself."

"Under these ethics it is, for instance, considered bad form to, in any way, directly or indirectly, refer to competitors, no matter how much they may dexterously transgress the truth, regarding a market which is the common property of all who sell the same product."

"But, per contra, these ethics evidently admit of any advertiser claiming for his product, as exclusive features, such features as are common to all, or to others, who make the same grade of product—the theory of this kind of advertising being that he who boldly claims that feature, through the widest publicity, is inferred by the public to be the only manufacturer who has that feature in his product—in other words, to deceive the public into thinking that his is the only product on the market possessing that feature."

"Apparently this is considered 'ethical' in advertising, although it is deliberately intended to deceive the reader and by false preferences take away from other manufacturers of similar product (possessing the same

features) part of the market which, on the merits of the goods, rightfully belong to them."

"Apparently, too, it is considered 'unethical' for the 'other' manufacturer to even protest against this in their own advertising, or to show up in print over their own names, the deception practiced against their own market by the untruthful claims of 'ethical' competitors."

"The only course left open to the injured manufacturer (if he wishes to be considered 'ethical') is to sit still and let his truth-stretching competitor thus steal his market—or, verily, claim all the things his competitor claimed, and somewhat 'outstretch' his in the claiming of them."

"We do not believe that this is good for the ultimate interest of advertising in general or for the selling in particular. For the advertiser in the end must 'pay the piper' for all the stretching of advertising through discounted credence."

"We are prompted to make a statement like this, because we think it a wholesome subject for the tire industry to consider."

"We are not assuming a 'holier than thou' attitude nor indulging in a plea for good principle alone—though that alone should justify it."

"We say it because we believe that many other worthy advertisers think it and would gladly co-operate with it, if some set the pace, as a sound business policy, for multiplying results from advertising for all tire advertisers."

"We say it, too, because the Goodrich Company, more than other tire manufacturing concerns, has suffered damage from competitive advertising which claimed or implied claim to exclusive features in product, equipment or method, which features have long been common with us, as the daddy of all tire building concerns."

"When a rubber concerns makes, for instance, 2,000,000 tires in a year and then advertises to have a far greater output than any other tire maker in America, it is mighty trying for another rubber concern (the B. F. Goodrich Company), which makes more than 2,950,000 tires in the same period of time, to be ethical, to sit still and let the inferences that go with competitor's false claims carry."

"It is true that the public cares little who makes, or sell the most tires, who made the first pneumatic tire, first rubber tire, the first black tread tire, or the first genuine cord tire. The public cares chiefly for who delivers the best values in tires to con-

sumers. We realize this, and so concentrate upon it.

"But since the best value to consumers is dependent not only upon the intention and good faith of each manufacturer, but also upon his experience, equipment, and volume of production, misleading claims by competitors, are a damage to that manufacturer who actually does make and sell the most tires, of a given quality, at the lowest price, or did initiate the true pace-making tire features."

"Now for example, we know that no rubber concern makes in these United States of America so many motor car tires as does the B. F. Goodrich Company."

"While it may have seemed that we transgressed the so-called ethics of advertising by publishing a challenge to all competitors, upon volume it was not because we like to do this sort of thing."

"It was because we knew of no other way to effectively serve notice that we would no longer stand for unfounded advertised claims by competitors when these claims reflected unfairly (even if ethically) upon the market rights of our product."

"The B. F. Goodrich Company was the first concern in America to make white rubber tread on tires. We have discarded them, but it is through no shortage of the 'white' ingredients, caused by war, or other conditions alleged to have made a scarcity."

"We abandoned the white tread rubber (which we ourselves introduced before 1905), in favor of the black-tread 'barefoot' rubber, which we alone introduced two years ago on our famous Silvertown cord tires."

"We abandoned white rubber in the tread of our fabric tires for 1916, and replaced it with our black 'barefoot' rubber, only after two years of such rigid tests for endurance and power saving, on our Silvertown cord tires, has clearly proved the great superiority of our black 'Barefoot' rub-

ber for road work and mileage.

"One reason why we are able to sell more motor car tires than any other rubber concern in America is because we consider it good business policy to give the consumers the maximum of tire value, that the largest rubber factory in America, with the longest tire experience, can give, while carrying only a fair profit

to our dealers and our stockholders.

"The consumer demand which results from this policy is the only excuse which the B. F. Goodrich Company offers for actually making 'far more motor-car tires' in America alone, than any other rubber company makes in these United States of America, which fact the challenge recently made public was and is intended to prove."

## Wholesale The Tire Shop Retail

222 S. Second St., Near Electric Light Plant.

Headquarters for Tires, Tubes and Accessories

Distributors of the celebrated Chester Tires, made in West Virginia, sold in West Virginia, guaranteed in West Virginia. Built heavy and of the very best material to withstand the road conditions of this state.

On January 18 most all rubber manufacturers advanced the price of Tires and Rubber Goods from 10 to 20 per cent, but our prices for the present remain the same as last year. Also our liberal adjustment of 4,000 miles on Chester Tires.

## THE TIRE SHOP

J. P. DeWALT, Manager.

## WINTER CARE OF AUTO TIRES

Tires Should Be Properly Inflated during the Winter Months for Best Wear.

"The winter season seems to strengthen the properly inflated tire," says an official of the Fisk Rubber Company.

"Under inflation is responsible for a large percentage of tire expense." "Most motorists think that during the summer months they should ride their tires at low pressure to prevent blowouts. The decreasing of the pressure does not decrease the heating of the tire, but rather increases it, as the side walls are subjected to a greater bending strain and friction between the layers of fabric generates heat. Due to this excessive flexing the fabric cracks and loosens up to such an extent that the tire becomes weakened. The cracked and fabric ruins the inner tube."

"During the winter season, the motorist does not let the air of his tires as he does in the summer, but allows his tires to have a greater and more constant air pressure; hence, the percentage of tires consigned to the scrap heap is much less in winter than in summer."

"It has been definitely determined by test, with a tire at proper pressure, that it is impossible to effect an increase in air pressure because of the heating of the tire when in use, to such an extent that it will injure it anyway. To prevent your tires from flailing, give them the proper amount of air."